GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2287
ANSWERED ON:06.05.2016
Government Advertisements
Thakur Shri Anurag Singh

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of various flagship schemes that were publicized by Directorate of Advertising and Visual Publicity (DAVP) during each of the last two years along with amount spent for the same;

(b) whether the number of campaigns run by DAVP across Ministries has reduced in the last five years, if so, the details thereof and the reasons therefor;

(c) whether DAVP is underutilizing the allocated budget for the purpose, if so, the reasons therefor; and

(d) whether the Government proposes to provide adequate budget for publicizing the Government schemes, if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

(a) Details can be seen at Annexure-I.

(b) No, Sir.

(c) No, Sir.

(d) Being a nodal advertising agency of the Government of India, DAVP releases advertisements on behalf of different Ministries/Departments as per their requirement, target audience and funds available.

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